



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ORIGINAL

In re application of:

JOE RETZBACH, et al.

Group Art Unit:3629

Serial No.: 10/710,626

Examiner: Michael J. Fisher

Filed: July 26, 2004

For: **VEHICLE SALES AND SERVICE DATA  
INTEGRATION SYSTEM AND METHOD**

Attorney Docket No.: 81810203 / FMC 1762 PUS

**PETITION FEE TRANSMITTAL SHEET**

Commissioner for Patents  
U.S. Patent & Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Submitted herewith is a Petition To Make Special Pursuant to 37 C.F.R. § 1.102(d) which is being filed in connection with the above-identified patent application.

**CERTIFICATE OF MAILING UNDER 37 C.F.R. § 1.8**

I hereby certify that this paper, including all enclosures referred to herein, is being deposited with the United States Postal Service as first-class mail, postage pre-paid, in an envelope addressed to: Commissioner for Patents, U.S. Patent & Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 on:

August 24, 2006  
Date of Deposit

Matthew M. Jakubowski  
Name of Person Signing

  
Signature

The fee required for filing the Petition is estimated to be \$130.00. The Commissioner is hereby authorized to charge the required fee, any additional fee or credit any overpayment in connection with this filing to Deposit Account 06-1510 (Ford Global Technologies, Inc.). A duplicate of this notice is enclosed for this purpose.

Respectfully submitted,

**JOE RETZBACH, et al.**

By:



Matthew M. Jakubowski  
Reg. No. 44,801  
Attorney for Applicants

Date: August 24, 2006

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DAW

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Group Art Unit:3629

Examiner: Michael J. Fisher

**PETITION TO MAKE SPECIAL  
PURSUANT TO 37 C.F.R. § 1.102(D)**

Commissioner for Patents  
U.S. Patent & Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Applicants petition pursuant to 37 C.F.R. § 1.102(d) to make the above-identified application special on the grounds that the application qualifies for expedited examination. 37 C.F.R. § 1.102(d); MPEP § 708.02 (VIII). This Petition is accompanied by:

(1) a copy of the pending claims 1-29, which are directed to a single invention, attached hereto as Exhibit A;

(2) a Petition Fee Transmittal Sheet authorizing payment of the appropriate fees as set forth in 37 C.F.R. § 1.17(h);

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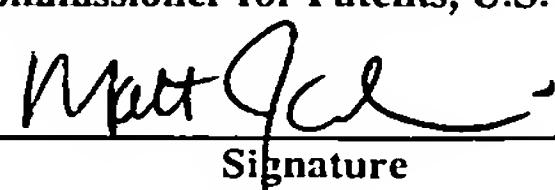
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(3) a Statement Regarding Pre-Examination Search, including a listing of the field of search by class and subclass; and

(4) a Statement Regarding Cited References, which includes a detailed discussion of the references, which discussion points out, with the particularity required by 37 C.F.R. §§ 1.111 (b) and (c), how the claimed subject matter is patentable over the references.

The above-captioned patent application satisfies each of the criteria listed in MPEP § 708.02 (VIII) and, therefore, should be granted special status.

First, the above-captioned application is a new one, *i.e.*, has not received any examination by an Examiner.

Second, the instant Petition is accompanied by a Petition Fee Transmittal Sheet authorizing payment of the fee set forth in 37 C.F.R. § 1.17(h).

Third, all of the pending claims are directed to a single invention. If the Patent Office determines that all the pending claims are not obviously directed to a single invention, Applicants submit that an election without traverse will be made.

Fourth, Applicants submit herewith a Statement Regarding the Pre-Examination Search providing that a pre-examination search was made.

Fifth, Applicants submitted an Information Disclosure Statement (“IDS”) on July 26, 2004. The IDS contains a list of cited references, including each reference deemed most closely related to the subject matter encompassed by the pending claims.

Sixth, Applicants submit a Statement Regarding Cited References, which includes a detailed discussion of references cited in the IDS and stated with the particularity

required under 37 C.F.R. § 1.111 (b) and (c) how the claimed subject matter is distinguishable over the cited references.

Since, as described above, the application satisfies each of the criteria for accelerated examination, Applicants request that the Patent and Trademark Office grant this Petition and make this application special.

Respectfully submitted,

**JOE RETZBACH, et al.**

By:



Matthew M. Jakubowski  
Reg. No. 44,801  
Attorney for Applicants

Date: August 24, 2006

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**EXHIBIT A**  
**PENDING CLAIMS**

1. A computer-implemented method for integrating data output from a relationship between a customer and a service or product provider, the method comprising:
  - receiving one or more customer vehicle attributes from two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system;
  - storing the one or more customer vehicle attributes into a data warehouse; and
  - transmitting the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request, wherein the one or more customer vehicle attributes are integrated across the two or more computer systems to facilitate management of a relationship between a customer and a service or product provider.
2. The method of claim 1 wherein the relationship is an after vehicle sales delivery relationship.
3. The method of claim 2 wherein the one or more customer vehicle attributes are selected from the group consisting of: basic core customer data, vehicle data, financial data, service history data, accessory purchase history data, demographic data, attitudinal data, and loyalty data.
4. The method of claim 3 further comprising tracking the one or more customer vehicle attributes.
5. The method of claim 1 wherein the service or product provider includes a dealer and/or an original equipment manufacturer (OEM).
6. The method of claim 5 further comprising communicating or broadcasting a portion of the one or more customer vehicle attributes to the customer.
7. The method of claim 6 wherein the communicating or broadcasting step is conducted by the OEM or the dealer.
8. The method of claim 6 wherein the communicating or broadcasting step is conducted by the OEM and the dealer.
9. The method of claim 3 further comprising generating a report based on the one or more customer vehicle attributes, wherein at least a portion of the report is communicated to the customer.
10. The method of claim 1 wherein the marketing offer computer system includes functionally for providing a plurality of fulfillment options.

11. The method of claim 6 further comprising formatting or packaging at least a portion of the one or more customer vehicle attributes prior to communicating or broadcasting the portion of the one or more customer vehicle attributes to the customer.

12. The method of claim 1 wherein the data warehouse includes a mainframe or ASP computer system.

13. The method of claim 1 wherein the service appointment system is capable of scheduling service and recall appointments and checking the status of an appointment.

14. The method of claim 1 wherein the marketing offer system is capable of transmitting service, maintenance offers, or product offers.

15. The method of claim 1 wherein the accessory system is capable of processing accessory purchases and installations.

16. The method of claim 6 wherein the portion of the one or more customer vehicle attributes is communicated through a telephone.

17. The method of claim 6 wherein the portion of the one or more customer vehicle attributes is communicated through the Internet.

18. The method of claim 17 wherein the portion of the one or more customer vehicle attributes is communicated through an e-mail via the Internet.

19. The method of claim 1 wherein the one or more customer vehicle attributes is used to facilitate marketing of one or more events.

20. The method of claim 1 further comprising dealerizing the one or more customer vehicle attributes.

21. The method of claim 1 further comprising deduplicating the one or more customer vehicle attributes.

22. The method of claim 1 further comprising cleansing the one or more customer vehicle attributes.

23. The method of claim 1 further comprising merging and purging the one or more customer vehicle attributes.

24. The method of claim 1 further comprising conducting a national change of address analysis on the one or more customer vehicle attributes.

25. The method of claim 1 further comprising conducting privacy "do not call" analysis on the one or more customer vehicle attributes.

26. A computer-implemented system for integrating data output from a relationship between a customer and a service or product provider, the system comprising:

two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system, wherein the two or more computer systems are capable of storing and transmitting one or more customer vehicle attributes;

a data warehouse coupled to the two or more computer systems for storing the one or more customer vehicle attributes; and

a retrieval module coupled to the data warehouse for retrieving the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request, wherein the one or more customer vehicle attributes are integrated across the two or more computer systems to facilitate management of a relationship between a customer and a service or product provider.

27. The system of claim 26 wherein the relationship is an after vehicle sales relationship.

28. A computer-implemented apparatus for integrating data output from a relationship between a customer and a service or product provider, the apparatus comprising:

means for receiving one or more customer vehicle attributes from two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system;

means for storing the one or more customer vehicle attributes into a data warehouse; and

means for transmitting the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request, wherein the one or more customer vehicle attributes are integrated across the two or more computer systems to facilitate management of a relationship between a customer and a service or product provider.

29. The apparatus of claim 28 wherein the relationship is an after vehicle sales relationship.



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INTEGRATION SYSTEM AND METHOD**

Attorney Docket No.: 81810203 / FMC 1762 PUS

Group Art Unit:3629

Examiner: Michael J. Fisher

**STATEMENT REGARDING PRE-EXAMINATION SEARCH**

Commissioner for Patents  
U.S. Patent & Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Applicants hereby state, in accordance with MPEP § 708.02 (VIII)(C), that a pre-examination search for references related to the claimed subject matter was performed. The Field of Search included: (1) Class 707, Subclasses 1, 3, 5 and 7, and (2) Class 713, Subclass 1.

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Name of Person Signing

  
Signature

The references deemed to be most closely related to the claimed subject matter are listed and described in the accompanying Statement Regarding Cited References, which includes a detailed discussion of how the claimed subject matter is distinguishable over the cited references.

Respectfully submitted,

**JOE RETZBACH, et al.**

By:

  
Matthew M. Jakubowski  
Reg. No. 44,801  
Attorney for Applicants

Date: August 24, 2006

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**STATEMENT REGARDING CITED REFERENCES**

Commissioner for Patents  
U.S. Patent & Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Pursuant to MPEP § 708.02 (VIII)(E), Applicants provide herein a detailed discussion of those references deemed by the Applicants to be most closely related to the subject matter claimed in the above-identified application. The references are listed in the Information Disclosure Statement (“IDS”) submitted on July 26, 2004. Applicants also herein state with particularity required of 37 C.F.R. § 1.111(b) and (c) how the claimed subject matter is patentable over these cited references.

In certain embodiments, the present invention is a method for integrating data output from a relationship between a customer and a service or product provider. In accordance with one embodiment, steps for integrating data output from a relationship between a customer and a service or product provider include: receiving one or more customer vehicle attributes from two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory

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system, a vehicle inspection system, a follow-up system, and a concern resolution system; storing the one or more customer vehicle attributes into a data warehouse; and transmitting the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request. The one or more customer vehicle attributes can be integrated across the two or more computer systems to facilitate management of a relationship between a customer and a service or product provider.

In at least one embodiment of the above-identified method, the relationship is an after vehicle sales delivery relationship. The one or more customer vehicle attributes can be selected from the group consisting of: basic core customer data, vehicle data, financial data, service history data, accessory purchase history data, demographic data, attitudinal data, and loyalty data. The above-identified method can further include communicating or broadcasting a portion of the one or more customer vehicle attributes to the customer. Other functionality can be included in the above-identified method. As a non-limiting example, the above-identified method can include deduplicating the one or more customer vehicle attributes.

In a certain embodiment, the present invention is a system for integrating data output from a relationship between a customer and a service or product provider. The system can include two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system, wherein the two or more computer systems are capable of storing and transmitting one or more customer vehicle attributes; a data warehouse coupled to the two or more computer systems for storing the one or more customer vehicle attributes; and a retrieval module coupled to the data warehouse for retrieving the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request. The one or more customer vehicle attributes can be integrated across the two or more computer systems to facilitate management of a relationship between a customer and a service or product provider.

In a certain embodiment, the present invention is an apparatus for integrating data output from a relationship between a customer and a service or product provider. The

apparatus includes a means for receiving one or more customer vehicle attributes from two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system; a means for storing the one or more customer vehicle attributes into a data warehouse; and a means for transmitting the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request. The one or more customer vehicle attributes can be integrated across the two or more computer systems to facilitate management of a relationship between a customer and a service or product provider.

*U.S. Patent No. 6,374,241 to Lambert et al.:* This reference discloses a system for performing online database queries. It does not teach or suggest the claimed invention. It does not teach or suggest storing one or more customer vehicle attributes into a data warehouse, as recited in independent claims 1, 26 and 28. Thus, the claims in the present application are allowable over this reference.

*U.S. Patent App. Pub. No. 2002/0049701 to Nabe et al.:* This reference provides a method for modelling customer data into a multi-dimensional structure for access to enable efficient customer targeting. It does not teach or suggest the claimed invention. It does not teach or suggest storing one or more customer vehicle attributes into a data warehouse, as recited in independent claims 1, 26 and 28. Thus, the claims in the present application are allowable over this reference.

*U.S. Patent App. Pub. No. 2002/0129003 to Bakalash et al.:* This reference provides a method for aggregating data for use with information database systems, operational database systems and the like. It does not teach or suggest the claimed invention. It does not teach or suggest storing one or more customer vehicle attributes into a data warehouse, as recited in independent claims 1, 26 and 28. Thus, the claims in the present application are allowable over this reference.

*U.S. Patent App. Pub. No. 2002/0184187 to Bakalash et al.:* This reference provides a method for aggregating data for use with information database systems, operational database systems and the like. This reference does not teach or suggest the claimed invention, for the same reasons described above with respect to *Bakalash et al. '003*.

*U.S. Patent App. Pub. No. 2003/0014617 to Tamboli et al.:* This reference provides a data integration method using a dynamic common model. It does not teach or suggest the claimed invention. It does not teach or suggest storing one or more customer vehicle attributes into a data warehouse, as recited in independent claims 1, 26 and 28. Thus, the claims in the present application are allowable over this reference.

*U.S. Patent App. Pub. No. 2003/0212654 to Harper et al.:* This reference provides a data integration system and method for collecting and storing customer information. It does not teach or suggest the claimed invention. It does not teach or suggest storing one or more customer vehicle attributes into a data warehouse, as recited in independent claims 1, 26 and 28. Thus, the claims in the present application are allowable over this reference.

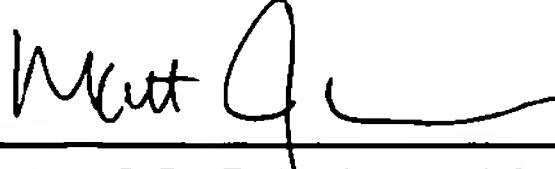
*U.S. Patent App. Pub. No. 2003/0217035 to Lai et al.:* This reference provides a system and method for integrating and processing data from different data sources. It does not teach or suggest the claimed invention. It does not teach or suggest storing one or more customer vehicle attributes into a data warehouse, as recited in independent claims 1, 26 and 28. Thus, the claims in the present application are allowable over this reference.

*U.S. Patent App. Pub. No. 2004/0059701 to Federov:* This reference provides a data aggregation and reporting system. It does not teach or suggest the claimed invention. It does not teach or suggest storing one or more customer vehicle attributes into a data warehouse, as recited in independent claims 1, 26 and 28. Thus, the claims in the present application are allowable over this reference.

For the reasons described above, Applicants submit that the claims in the above application are allowable over the prior art.

Respectfully submitted,

**JOE RETZBACH, et al.**

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Matthew M. Jakubowski  
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